

Value Added Course- Newspaper Publication

Department of mass communication and journalism

(A certified course for final year mass comm. students)

Basic Modules: 02

Contact Hours: 30

Days: 10

INTRODUCTION

The department of mass communication and journalism, WMO arts and science college, Muttil offered value added course on News paper Publication, as a regular program since 2018. The program is exclusively structured for second semester BA mass communication students, in order enable them to become masters in newspaper publication skills, which is supposed to be a prerequisite while entering into the field of Journalism. It is a 10 days certificate course comprising of two modules taking two hours daily.

SYLLABUS

BA Mass communication and Journalism

Semester V Code: JOUNP01

Newspaper Publication

Contact Hours 20

Objectives- To make them understand basic writing styles for newspaper-To train them to acquire the skills of headline writing. -To inculcate the skills designing of different pages. - To make them understand the basic structure/ essential knowledge for various beats. -To make them responsible reporters and the face of media.

Course outcome: 1. Prepare students with basic newspaper publication skills 2. Provide students with practical experience in pagination

Module 1

Newspaper Writing styles,-writing for broadsheet and tabloids, e papers. Familiarising national, international abbreviations, local usages etc. Beat specialty in writing news. Art of writing headlines. Types of headlines. Difference between Headline writing for broadsheets and tabloids.

Module 2

Layout and design. Different types of layouts. Requirements of copy (sub) editor. Vocabulary, changing usages and guidelines for writing according to stylebooks. Designing of different pages: front page, inside news pages, sports page, edit page –Concept of news package - Life style pages – Feature pages – Sunday pages – Supplement pages

Recommended references:

1. Modern Newspaper Editing, Gene Gilmore
2. Modern News Editing, Mark Ludwig
3. Newspaper Writing and Editing, Willard Grosvenor
4. Newspaper Layout and Editing, Ole Munk and Major Ribergard
5. Daryl R Moen. Newspaper Layout and Design.
6. The Society for News Design. The Best of Newspaper Design, Rockport Publishers
7. John D. Berry (Ed.).Contemporary Newspaper Design,

Continuous Assessment (CA)

The CA shall be a combination of a variety of tools such as class test, assignment, seminars, and viva-voce that would be suitable to the course. The CA shall be done based on the performance on (i) test by the middle of the course and (ii) seminar/assignment/viva-voce as may be the case. The break-up of marks shall be as follows:

Item	Marks
CA Tests	5
Seminar/Assignments/Viva-voce	5
Total	10